2020 has been a year like no other for the City of Festivals, so VISIT Milwaukee is launching the first-ever virtual Giving Fest.

Giving Fest is a series of over 50 virtual events that celebrate and, most importantly, support Milwaukee’s hospitality community, which has been devastated by the economic effects of the pandemic.

THREE REASONS WHY YOU SHOULD JOIN GIVING FEST

1. You will become part of a broad community effort to save Milwaukee’s hospitality community – one that touches the lives of tens of thousands of Milwaukeeans

2. With VISIT Milwaukee’s marketing power behind you, you could create a virtual event to excite and engage your customers while raising desperately needed funds.

3. You could win cash prizes up to $5,000 just for hosting a fundraiser!

HOW TO PARTICIPATE IN GIVING FEST

Step one: Plan a virtual event that will take place between Jan. 15 - Feb. 28, 2021. If you don’t normally host events, this is the perfect chance to get creative and show off something that makes your business special.

Step two: Starting at 8 a.m. on January 15, enter your event into Milwaukee365.com. The first 50 events to be entered will receive $1,000, but every business that enters an event will be entered to win a $5,000 grand prize.

Step three: Sell tickets, set up a pay-what-you-can tip jar, and promote your event! VISIT Milwaukee will also be promoting all of Giving Fest’s events through a dedicated ad buy, media partnerships, and more. The more we can all get people excited, the more attendees we’ll have!

Step four: Host your event!
HOW TO ADD YOUR EVENT TO MILWAUKEE365.COM

1. Go to Milwaukee365.com and click “Register” in the upper right.

2. Click “Sign Up” after filling out the necessary information.

3. When you arrive at the login page, enter your newly created username and password.

4. Once logged in, you will see the account dashboard. Please visit your organization profile page to edit your description, address and contact information by selecting “Organization > Profile” from the dashboard’s navigation bar. *You will need to do this to make sure your events can be transferred to VISITMilwaukee.org.*

5. There are several other sections under the Organization section of the dashboard that allow you to upload your organization’s photos, video, and more. Each of these sections will include “how to” information to help guide you through adding additional content to your organization profile.

6. To submit new events or to edit existing events you can select “Events > Events” from the sidebar. You will have access to all of your current and past event listings.

7. Once entered, all events are held for administrator approval before being posted to the site. This helps avoid spam and keep our calendar as useful as possible. You will receive an email once your event is live.

HOW TO EDIT YOUR EVENT


2. Click on “Events > Events” in the sidebar.

3. There you will see a button to submit a new event, then a list of your current and past events.

4. Find the event you wish to edit and click the first icon below it, of a pencil writing on paper.

NEED SOME EXTRA HELP?

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EVENT IDEAS

TEACH A CLASS
Day-in-the-life
Show and tell
Workshops
Photography / videography
Cocktails / mixology
Cooking class
Dancing or choreography
Take-and-make
Makeovers or styling
Wedding road show
How a signature/favorite item is made
How you’ve pivoted

VIRTUAL TOURS
Video tour (3D, 360)
Behind the scenes
Exhibit set-up or tear-down
Brewery or kitchen tour
Front row seat vantage point
City tour

TIPS & TRICKS
Best kept secrets
Fashion show
Fireside chat
Pre-event chat room
Share funny stories

VIRTUAL PERFORMANCES
Feature local musicians
Live concert from venue
Karaoke night
Sing along

CONTESTS / GIVEAWAYS
Trivia
Cash cab
Scavenger hunt / bingo
Giveaway promo

EDUCATION
How to care for
Behind-the-scenes
Virtual classes
Storytime
Tutorials
Career day/fair/shadow
Did you know?
Debate night

OUTDOORS
Virtual 5K
Live trail exploration
Recycling and composting tips
Learn about conservation
Tour favorite or hidden spots
Seasonal gardening tips

HISTORY & FACTS
Story behind company/service/product
History lesson
Virtual exhibit
Tour of vaults/archives
Hidden gems

CELEBRITY INTERVIEWS
Real life guest stories
One on Ones (artists, athletes, designers)
Talks with authors
Q&A sessions
Virtual shout-outs
Dance party

If you need ideas about types of events, help loading your event info into Milwaukee365.com, ideas for the best ways to promote your event, or simply more clarification about how all of this works– we are here to help you. We encourage you to start by visiting visitmilwaukee.org/GivingFest, but you can always contact us directly too at info@milwaukee.org.